

City of Concord, New Hampshire
Architectural Design Review Committee
April 10, 2012

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, April 10, 2012, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Elizabeth Durfee Hengen, James Doherty, Duene Cowan, Fred Richards and Claude Gentilhomme. Gloria McPherson, Steve Henninger, Becky Hebert and Donna Muir of the City Planning Division were also present, as was Craig Walker, Zoning Administrator.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations and signs that are on the Planning Board's regular agenda for April 18, 2012, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

- **Application by Flomac Limited Partnership for design review approval for renovations to an existing building and a Master Sign Plan, located at 8 Loudon Road, within the Gateway Performance (GWP) District. (2012-0009)**

Mr. Henninger stated that the applicant is looking for recommendations regarding renovations to the existing building. The Master Sign Plan is not ready for review.

Peter Gearhart was present on behalf of the applicant and described the preliminary plans for the renovations to the façade of the existing building.

Mr. Gentilhomme moved to recommend approval of the direction of the design for 8 Loudon Road, as it seems to be in keeping with other strip mall and retail businesses in the area. It was further recommended that renderings showing the context, color scheme and scale of the entire site, including the Buffalo Wild Wings building, be brought before the ADRC. The motion was seconded by Mr. Richards. Motion passed unanimously.

- **Application by Trilogy Hair Studio for design review approval for a new double-sided hanging sign and two new affixed signs, located on the storefront windows, located at 134 North Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that this application is for a new double-sided hanging sign and two new affixed signs. She stated that there are no Code compliance issues and the graphics are in keeping with other signs on Main Street.

The Committee discussed the application.

Mr. Richards moved to recommend approval of the signs as submitted. The motion was seconded by Mr. Gentilhomme. Motion passed unanimously.

- **Application by Hilltop Consignment Gallery for design review approval for a new double-sided hanging sign and two new affixed signs located on the storefront windows, located at 56 North Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that this application is for a new double-sided hanging sign and two new affixed signs. She stated that there are no Code compliance issues with these signs.

Ms. Paula Genovese was present to respond to any questions.

The Committee discussed the proposed signs and their location.

Ms. Hengen moved to recommend approval of the signs as submitted. The motion was seconded by Mr. Gentilhomme. Motion passed unanimously.

- **Application by Dave's Auto Body Shop (Nissan Concord – Forget and Boucher, LLC) for design review approval for a new affixed sign at the Concord Nissan site, located at 175 Manchester Street, within the General Commercial (CG) District.**

Ms. Hebert reported that this application is for a new affixed sign at the Concord Nissan site. She stated that the ADRC previously reviewed the site plan and Master Sign Plan; however, the applicant is requesting changes to the previously approved sign for Dave's Auto Body Shop.

The Committee discussed the proposed sign as compared to the previously approved sign.

The applicant or a representative was not present at the meeting.

The Committee recommended that staff request photos of the existing building from the applicant for the next meeting.

Mr. Gentilhomme moved to table the application as there were discrepancies with the graphics submitted and there was no one present to answer questions from the Committee. The motion to table was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by Edward Jones Investment for design review approval to relocate an existing freestanding sign which is proposed to be affixed to the building as a double-sided hanging sign, located at 95 North State Street, within the Civic Performance (CVP) District.**

Ms. Hebert reported that this application was to relocate an existing ground mounted sign to an affixed building sign, which will be hung with a bracket. This proposal will bring the sign into compliance.

Simon Keeling was present to respond to any questions.

Mr. Richards moved to recommend approval of the sign as submitted. The motion was seconded by Mr. Cowan. Motion passed unanimously.

- **Application by the Unitarian Universalist Church for design review approval for a new freestanding monument sign with changeable copy to replace an existing freestanding sign, located at 274 Pleasant Street, within the Institutional (IS) District.**

Ms. Hebert reported that this application was to replace an existing freestanding sign with a new freestanding monument sign with changeable copy.

Chris Browher, Andrew Hodgkins, and Beth Gabrielli were present on behalf of the applicant and described the proposed sign and new location.

Mr. Richards moved to recommend approval of the replacement sign and location change as submitted with the recommendation that evergreen shrubbery be incorporated around the sign once the lighting is installed. The motion was seconded by Mr. Cowan. Motion passed unanimously.

- **Application by Detailed Stained Glass for design review approval for a double-sided hanging sign, located at 24 Pleasant Street, within the Central Performance (CBP) District.**

Mr. Hebert reported that this business together with the existing sign is relocating from South Main Street to Pleasant Street.

Annette Burgess was present to respond to questions.

Mr. Cowan moved to recommend approval of the sign as submitted. The motion to recommend was seconded by Mr. Richards. Motion passed unanimously.

- **Application by EJ's Restaurant (Tsunis Holding, Inc.) for design review approval for four revised affixed signs, located at the Holiday Inn, 172 North Main Street, within the Civic Performance (CVP) District.**

Ms. Hebert reported that the four revised affixed signs have been installed, and that the signs are for a new restaurant.

Rob McCarthy was present on behalf of the applicant.

Mr. Gentilhomme moved to recommend approval as submitted with the suggestion that verbiage be added on the canopy identifying the type of business, to be approved by Planning Division staff. The motion was seconded by Mr. Richards. Motion passed unanimously.

- **Application by Express Jewelry Center for design review approval for a revision to an existing affixed sign, located at 44 North Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that the application is for an affixed sign for a new business.

David Lund was present to respond to questions. He presented a revised version of the sign which the Committee generally agreed was an improvement.

Mr. Gentilhomme moved to recommend approval of the sign as revised with the recommendations that (1) the existing wood background above the doorway to which the sign will be attached be painted a darker color; (2) the size of the phone number on the sign be reduced; and (3) the size of the lettering of the name of the business be increased. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by The Purple Pit Jazz Club (Tom Lemieux) for design review approval for a new affixed sign, located at 3 Pleasant Street Extension, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that this application is for a new affixed sign.

Stephen Guevara was present to respond to question.

The Committee discussed the sign and the way it would be mounted.

Mr. Gentilhomme moved to recommend approval of the neon sign with the suggestions that (1) the background board be omitted if possible; (2) the name of the business be arched to mimic the arch of the doorway, if the background board is omitted; and/or (3) the background mounting board be arched to mimic the door archway. The motion was seconded by Mr. Cowan. Motion passed unanimously.

- **Review of the Architectural Design Review Informational Brochure and Signs Brochure.**

Ms. McPherson provided copies of the draft Architectural Design Review Informational Brochure and the Signs Brochure to the members of the ADRC. She suggested that the Committee review the brochures and provide comments and/or suggestions at the next ADRC meeting.

There was no further business to come before the Committee, and the meeting adjourned at 9:50 a.m.

Respectfully submitted,

Gloria McPherson
City Planner

GM / djm